

WHAT IS CLAIMED IS:

- 1 *Sub a2* 1. A method for managing delivery of video sequences of an  
2 interactive program guide (IPG) over a communications network to a plurality of  
3 terminals, the method comprising:  
4 pre-allocating a broadcast bandwidth in the communications network for  
5 common video sequences to be transmitted by a broadcast technique;  
6 transmitting in the broadcast bandwidth the common video sequences to  
7 the plurality of terminals by way of the broadcast technique;  
8 receiving a request for a specific video sequence from a specific terminal  
9 via the communications network;  
10 allocating a demandcast bandwidth in the communications network for the  
11 specific video sequence; and  
12 transmitting in the demandcast bandwidth the specific video sequence to  
13 the specific terminal via the communications network.
- 1 2. The method of claim 1, wherein the common video sequences are  
2 delivered using an in-band portion of the communications network.
- 1 3. The method of claim 2, wherein the specific video sequence is  
2 delivered using the in-band portion of the communications network.
- 1 4. The method of claim 3, wherein the requests are received using an  
2 out-of-band portion of the communications network.
- 1 5. The method of claim 4, wherein the common video sequences  
2 comprise IPG pages for a current time period.
- 1 6. The method of claim 5, wherein the common video sequences  
2 further comprise IPG pages for a prime viewing time period.
- 1 7. The method of claim 1, wherein transmitting the specific video  
2 sequence is performed using a narrowcast technique to a group of terminals which  
3 includes the specific terminal.
- 1 8. The method of claim 1, wherein transmitting the specific video  
2 sequence is performed using a pointcast technique.

1                   9.    The method of claim 8, wherein the pointcast technique comprises  
2 a shared pointcast technique.

1                   10.   A method for managing delivery of a plurality of video sequences  
2 that comprise interactive program guide (IPG) pages, the method comprising:  
3                   predetermining a set of video sequences to be broadcast;  
4                   allocating a broadcast bandwidth within a network with a finite bandwidth  
5 for the set of video sequences;  
6                   broadcasting the set of video sequences via the broadcast bandwidth to a  
7 plurality of terminals;  
8                   receiving a request from a specific terminal for a specific video sequence  
9 which is not within the set of video sequences to be broadcast;  
10                  allocating a demandcast bandwidth within the network for the specific  
11 video sequence;  
12                  transmitting the specific video sequence via the demandcast bandwidth to  
13 the specific terminal to fulfill the request.

1                   11.   The method of claim 10, wherein the broadcasting and transmitting  
2 occur by way of in-band communications in the network, and the receiving occurs by way  
3 of out-of-band communications in the network.

1                   12.   The method of claim 11, wherein the first set of video sequences  
2 comprises IPG pages for a current time period.

1                   13.   The method of claim 10, further comprising:  
2                   predetermining a second set of video sequences to be broadcast; and  
3                   allocating a second broadcast bandwidth within the network for the second  
4 set of video sequences; and  
5                   broadcasting via the second broadcast bandwidth the second set of video  
6 sequences to the plurality of terminals.

1                   14.   The method of claim 13, wherein the second set of video sequences  
2 comprises IPG pages for prime viewing time periods

1 15. The method of claim 10, wherein transmitting the specific video  
2 sequence to the specific terminal comprises pointcasting the specific video sequence to  
3 the specific terminal.

1 16. The method of claim 15, wherein transmitting the specific video  
2 sequence to the specific terminal comprises narrowcasting the specific video sequence to  
3 a group of terminals which includes the specific terminal.

1 17. The method of claim 10, further comprising:  
2 predetermining a particular video sequence to be narrowcast to a group of  
3 terminals;  
4 allocating a narrowcast bandwidth within the network for the particular  
5 video sequence; and  
6 narrowcasting the particular video sequence via the narrowcast bandwidth  
7 to the group of terminals.

1 18. The method of claim 10, further comprising:  
2 receiving a second request from a second specific terminal for the specific  
3 video sequence; and  
4 transmitting the specific video sequence via the demandcast bandwidth to  
5 the second terminal,  
6 wherein the demandcast bandwidth comprises a single stream which is  
7 used to transmit the specific video sequence to both terminals.

1 19. The method of claim 18, further comprising:  
2 one terminal from a group including both terminals finishing use of the  
3 specific video sequence; and  
4 continuing transmission of the specific video sequence via the demandcast  
5 bandwidth.

1 20. The method of claim 19, further comprising:  
2 another terminal from the group finishing use of the specific video  
3 sequence; and  
4 discontinuing transmission of the specific video sequence; and  
5 making the demandcast bandwidth available for re-allocation.